

**Claim Listing**

25. (currently amended) A computer based method for marketing attendance right options, the method comprising the steps of:

storing, in a computer, information relating to an event attendance right options;

linking the computer to at least one user terminal through a data communication link;

displaying, at the at least one user terminal, information concerning at least one attendance right option, and current price information for purchase of said attendance right options creating ~~an~~ a computer based exchange for trading said at least one attendance right option based on price terms set between participants in the exchange wherein vesting of said option in whole or in part occurs through event advancement or qualification associated with said attendance right.

39. The method of claim 25 wherein the step of creating an exchange includes the use of a selectively programmed computer trading platform permitting multiple users to explore price and/or availability of select attendance right options interactively on a computer network.

40. The method of claim 25 further comprising attendance rights options selected from the group consisting of: tennis tournaments, baseball playoff games, hockey playoff games, soccer tournaments, Olympic events, football playoffs, basketball playoffs or tournaments.

41. The method of claim 25 wherein said pricing information is determined by market conditions.

42. (currently amended) The method of claim 25 wherein said pricing information is pre-set by an option seller.